

WHAT IS CLAIMED IS:

1. An automated telephony interface for use with a
2 telecommunications device, comprising:
3 a scanner; and

4 a session initiator, coupled to said scanner, that parses
5 information read by said scanner, extracts a telephone number from
6 said information and transmits a signal containing said telephone
7 number to said telecommunications device to cause said
8 telecommunications device to initiate a telecommunications session
9 based thereon.

To analyze

2 2. The interface as recited in Claim 1 wherein said
telecommunications device is selected from the group consisting of:
3 a telephone, and
4 a facsimile machine.

2 3. The interface as recited in Claim 1 wherein said
information is machine-readable information.

2 4. The interface as recited in Claim 1 wherein said
information is contained on a calling card.

5. The interface as recited in Claim 1 wherein said
2 information comprises information about a person's business.

6. The interface as recited in Claim 1 wherein said
2 information is contained on a magnetic strip.

7. The interface as recited in Claim 1 wherein said
2 information is bar-coded.

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8. A method of initiating a telecommunications session,
2 comprising:
3 scanning information from a calling card;
4 parsing said information to extract therefrom a telephone
5 number; and
6 transmitting a signal containing said telephone number to a
7 telecommunications device to cause said telecommunications device
8 to initiate said telecommunications session.

9. The method as recited in Claim 8 wherein said telecommunications device is selected from the group consisting of:
a telephone, and
a facsimile machine.

10. The method as recited in Claim 8 wherein said information is machine-readable information.

11. The method as recited in Claim 8 wherein said information
2 on said calling card is arranged in a standard sequence.

12. The method as recited in Claim 8 wherein said information
2 comprises information about a person's business.

13. The method as recited in Claim 8 wherein said information
2 is contained on a magnetic strip.

14. The method as recited in Claim 8 wherein said information
2 is bar-coded.

15. A calling card, comprising:

2 human-readable information located on said calling card; and
3 machine-readable information located on said calling card and
4 being an encoded version of said human-readable information and
5 employable by an application without requiring a supporting
6 database to contain said human-readable information.

16. The calling card as recited in Claim 15 wherein said

2 human-readable information comprises information about a business
3 of a person associated with said calling card.

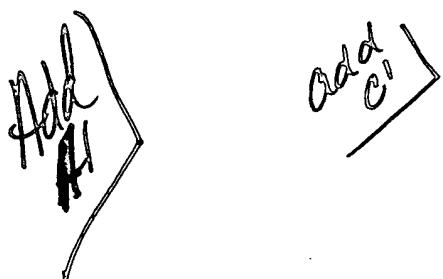
17. The calling card as recited in Claim 15 wherein said
machine-readable information is encoded in a magnetic strip.

18. The calling card as recited in Claim 15 wherein said
machine-readable information is encoded in a bar-coded strip.

19. The calling card as recited in Claim 15 wherein said
2 human-readable information and said machine-readable information
3 are contained on a common side of said calling card.

20. The calling card as recited in Claim 15 wherein said
2 machine-readable information is arranged in a standard sequence.

21. The calling card as recited in Claim 15 wherein a
2 sequence in which said machine-readable information is arranged is
3 identical to a sequence in which said human-readable information is
4 arranged.



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